

1 **ABSTRACT**

2 Referral marketing allows retail customers to circulate a message
3 recommending a product to a designated set of contacts. The
4 recommendation may be posted with the order or subsequently, after the
5 individual has received the product. The invention may include response-
6 tracking capability that records whether any of the individuals who received
7 recommendations purchase the product and facilitates compensation of the
8 individual by the seller for making the sale.

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